



Chelsea Heritage Celebrations Grant

2021 GRANT GUIDELINES

Online or Paper Application available **October 1, 2020** at
<https://bit.ly/3k2po6f>

DEADLINE: Paper applications must be postmarked by
Monday, November 16, 2020. Completed online application
must be received by **Monday, November 16, 2020**.

Projects awarded must be implemented by **December 31, 2021**
(Flexible due to COVID-19)

For Speakers of Other Languages: The Chelsea Cultural Council is unable to provide applications in multiple languages. **At this time, the application is in English.** Since we are aware of the pressing issues surrounding accessibility, select staff at the Chelsea/Mass Cultural Council will be able to offer one on one assistance to individuals with the application process if need be. For translation assistance contact 617 466-4090.

CITY OF CHELSEA
Chelsea Cultural Council
City Hall, Room 100
500 Broadway, Chelsea, MA 02150
617 466-4090
www.chelseama.gov/cultural-council
culturalcouncil@chelseama.gov





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About the Chelsea Heritage Celebrations Grant Program

The Chelsea Heritage Celebrations Grant program was established by the City of Chelsea and the Chelsea Cultural Council funded by Encore Boston Harbor to support a broad range of cultural events, street fairs, art shows, festivals, and related activities such as: murals, sculptures, and film series that promote the community's heritage, quality of life, recreation, and cultural activities.

The Chelsea Cultural Council's purpose is to support public programs that promote excellence, access, education, and diversity in the arts, humanities, and sciences in Chelsea and is charged with the allocation and management of this grant program.

The goal is to fund both single and multi-day events and projects that are open to the public to promote the celebration of Chelsea and its surrounding heritage and diversity. The grant range is \$3,000 - \$15,000. A larger request may be considered based on merit.

Chelsea Heritage Celebrations Grant Goals

- To support customs, practices, places, objects, artistic expression, and values that are passed on from generation to generation contributing to a vibrant community
- To engage residents & visitors with activities that celebrate the arts & cultural experiences
- To showcase Chelsea's geographic, artistic and cultural diversity

Eligibility Requirements

- Be a not-for-profit organization-501(c)(3) -or an organization applying through a 501(c)(3) fiscal agent or a government entity.
- Activity must have a clear and credible programmatic focus area of a cultural heritage and its arts in which participants and audiences engage.
- Must align with the grant purpose to celebrate the depth and breath of Chelsea's culturally diverse community.
- Applicant can only receive one Heritage Grant award per calendar year.
- The application must be signed by the organization's Chair, Exec. Director, President, or CEO.
- Have a pre-established budget including proposed revenues and expenses.
- Organizations are required to carry insurance. The costs are an allowable budgetary expense if awarded funding and should be researched prior to submitting the application.
- Submit a *Post Activity Report* showing how the grant money was used, including photo documentation of the event, promotional material, within 30 days after the event.



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Collaboration & Partnerships

Collaborative efforts utilizing the strengths and knowledge base of more than one organization are highly recommended. Priority is given to collaborations that reduce duplication of efforts and maximize the number of people served by the program.

What we do not fund

- Parties, private celebrations or events not open to the general public
- Capital Projects
- Prize money, scholarships
- Activities that are fundraisers
- Organization or projects that discriminate based upon race, ethnicity, age, gender or sexual orientation/political campaigns
- Operational costs of the organization including salaries, wages, or employee benefits

What we DO fund

- Programming expenses: fees paid to artists, musicians, performers, celebrities, special guests, speakers, and supplies that support the activity
- Equipment rentals such as stage, chairs, tents, sound, and lighting
- Accessibility services such as enhancements for those with visual or hearing impairments
- Marketing and promotional materials that include media ads, graphic design, promotional material, and printing cost including translation services
- Venue fees including permit, licensing fees, and security costs
- Food and non-alcoholic beverages expenses

How to Apply

1. Complete online application or postmarked paper application.
 - The application can be found at <https://bit.ly/3k2po6f>
2. Include the proof of 501(c)3 not-for-profit status, if the organization is not a 501(c)3 include a copy of the fiscal agent's not-for-profit status.
3. Application either online or postmarked hardcopy must be received by **Monday, November 16, 2020.**
4. Applicants will be informed of their status by **December 31, 2020.**



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Review Process

The Chelsea Culture Council will review each application for eligibility and completeness. Applicants will be notified within one month after submission. Applications are scored on a 100 point scale. At least 75 points must be earned for the application to receive a funding recommendation. The review criteria include:

- 1. Artistic and Creative Ability (40 points):** Does the project promote the celebration of Chelsea and its surrounding heritage and diversity? Does it utilize collaborations to reduce duplication of efforts and maximize the number of people served? Does it demonstrate a commitment to inclusion and accessibility?
- 2. Implementation/Timeline (30 points):** Is the application complete and addresses grant goals? Does the application include a detailed and organized timeline and the budget and proposed expenses clear and reasonable?
- 3. Marketing/Audience Development (30 points):** Does the applicant show outreach efforts to develop further audiences and reach/serve new special and diverse audiences?

Grant Payment

Grant is paid in two installments (50/50%). Once the application is approved, and all required supporting documents are submitted and funding agreement is signed, 50% of funds will be issued. The final 50% will be released upon submission of receipts and invoices and review and approval of the final report.

Post Activity Report Requirements

A *Post Activity Report* must be completed and submitted to the CCC by your organization no later than 30 days following your activity. The items included are necessary for the CCC records to ensure compliance with Grant requirements. Failure to submit the report could jeopardize future funding opportunity for your organization. The following items must be included with the *Post Activity Report* (provided by the CCC):

- Samples of promotional & marketing materials
- Photos of the event (minimum of 3 photos)

Contact Information

Chelsea Cultural Council
Chelsea City Hall, Rm. 100
500 Broadway, Chelsea, MA 02150
617 466-4090
culturalcouncil@chelseama.gov





GRANT APPLICATION CHECKLIST

Before submitting the *Chelsea Heritage Celebrations Grant*, please ensure all of the items below have been completed:

- ☐ Grant Application Agreement and Budget Form <https://bit.ly/3k2po6f>
- ☐ Proof of 501(c)(3) not-for-profit status/fiscal agent information/government entity

Please note that incomplete applications will not be processed or reviewed. If you have questions, comments or concerns about the *Chelsea Heritage Celebrations Grant* application, please contact the Chelsea Cultural Council at culturalcouncil@chelseama.gov or call **617 466-4090**.

- ☐ Online Application must be received by **Monday, November 16, 2020**.
Paper application must be postmarked by Monday, November 16, 2020 to:
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City Hall, Rm. 100
500 Broadway
Chelsea, MA - 02150

Applicants will be informed of their status by **December 31, 2020**.